



Communications Manager

Axial Spondyloarthritis International Federation (ASIF) is seeking a Communications Manager to deliver the communication strategy to elevate ASIF's profile worldwide. You will lead the engagement with our members, partners, stakeholders and the general public.

This is a hands-on role. Working closely with international sub-committees (Trustees, members and/or other stakeholders), and closely with the Project Manager and Executive to the Board, you will plan and deliver ASIF's communications, including (but not limited to) quarterly newsletters, website content and social media posts and campaigns.

What are we looking for?

This is a new and exciting role for ASIF and we are looking for someone that has the creativity and energy to help us tell our story. You will bring skills that will create impactful communications. You will have responsibility for all aspects of communication activity including driving our presence on social media platforms, enhancing content on our website, creating engaging and interesting newsletters for our members and seeking a range of opportunities to tell our story.

You will work on a fixed term renewable contract, starting with 2.5 days a week (equates to 18 hours per week,) with the possibility to increase in the future if enough income is generated.

Working closely with and supporting monthly meetings of the Communications Sub-committee, you will develop and deliver a communications plan and co-ordinate the PR and communications across all ASIF's projects. Working with the Project Manager, Executive to the Board and other partners, you will create impactful content and creative communications.

You will lead and deliver ASIF's quarterly newsletters, plan, develop and deliver website content and plan and execute ASIF's social media posts and campaigns.

Application process

Please submit your CV with a 2-page covering letter explaining how you meet the requirements of the job description. Applications to be received by email or submitted online by the end of Wednesday 6 January 2021. Please send your application to Jo Davies at office@asif.info. Interviews will be held by online meeting in mid January.

Supplementary Document to the Advert

About us

ASIF is an international membership organization representing patient associations around the globe specializing in the support of patients with Axial Spondyloarthritis (axSpA). AxSpA is a painful form of inflammatory arthritis that it is estimated affects more than 1 in 200 people. Currently ASIF has 47 member associations in 41 countries.

ASIF's role is to increase awareness of axSpA and knowledge of the disease around the world. In normal times (without Covid-19) we hold a face to face Council Meeting for our members every 2 years – the last meeting was in 2018 in China.

Founded in 1988, ASIF has been run by its Trustees for many years. Now it is growing. ASIF registered as a UK Charity in 2017, and now has 3 members of staff working part time.

ASIF manages a number of projects which aim to promote awareness of axSpA and improve the quality of life for patients with axSpA worldwide.

Currently our main projects are:

IMAS – [the International Map of Spondyloarthritis](#). IMAS is a world-wide patient survey that provides evidence about how people with axSpA experience their disease physically, psychologically and socially. IMAS aims to realise the voice of the axSpA community, ensuring patients around the worlds are empowered to live happy and well.

Delay to Diagnosis – It is known that globally there is an average of over 7 years from onset of symptoms to diagnosis. The delay to diagnosis can have a severe impact on the patient's quality of life. The first part of ASIF's Delay to Diagnosis project focusses on understanding the reasons for the delay. We are now producing a Global Burden Statement and the next phase of the project will look at ways to raise awareness about the disease and the detrimental effects of the delay, physically , psychologically and economically.

World AS Day – An annual event, in 2021 on Saturday 8 May. ASIF leads a global campaign of events and social media. The theme for 2021 is *Together – Emotional Wellness*

New Membership – A new project, we aim to develop a suite of tools to help patient associations to start up in countries where there is none and for new associations or facebook groups to become better established associations.

Details of the role

Reports to: Executive to the Board

About you

We are looking for a self-motivated, organized individual with the skills, attitude and experience to drive ASIF's communications forward with enthusiasm and motivation. Ideally you will have significant experience working in a comparable role in the charity or healthcare sector. You will need to be confident working in a collaborative way with sub-committees, sponsors, patients, trustees, members and other stakeholders. An excellent communicator. You will have a strong understanding of and commitment to healthcare improvement and improving the patients' journey.

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Key Responsibilities

Key tasks

1. Drive and deliver a communications plan using newsletters, website and social media appropriate for a global audience.
2. Identify a suite of communication tools and sources to showcase our work and sell our story.
3. Design and create regular communications with members, through newsletters and spotlight articles.
4. Create and execute a social media strategy/annual plan to expand the reach of ASIF on the different social media platforms
5. Create or assist campaigns to support ASIF's projects and co-ordinate the communications across all projects, working with external agencies where appropriate.
6. Plan, develop and deliver website content to reflect our work and Projects – including case studies and video content.
7. Create and write meaningful communications on all areas of our work to further raise awareness of ASIF and axSpA.
8. Work with the Trustees and Executive to the Board to plan the PR and communications for virtual and live ASIF events.
9. Brief Trustees, staff and volunteers who undertake speaking roles or media interviews for ASIF.
10. Proactively keep up to date with best practice and new innovations to ensure that communications practices are relevant and reflective of ASIF's profile.

11. You will be expected to report to the Board on communication activities and the progress of strategy implementation, taking feedback and comments to action as required.

Person Specification

Essential Requirements:

EDUCATION AND TRAINING
<ul style="list-style-type: none"> ▪ Undergraduate degree or equivalent professional qualifications in Communications, Public Relations, Journalism or similar field
EXPERIENCE
<ul style="list-style-type: none"> ▪ Significant experience (at least 5 years) in a comparable communications or PR role in a charity or healthcare organisation.
<ul style="list-style-type: none"> ▪ Good understanding of healthcare quality improvement principles/patient advocacy approaches and marketing
<ul style="list-style-type: none"> ▪ Experience of managing and delivering successful communications and PR campaigns.
<ul style="list-style-type: none"> ▪ Experience of working within a range of social media platforms to deliver messages to reach existing and new audiences.
<ul style="list-style-type: none"> ▪ Strong experience of producing excellent digital content
<ul style="list-style-type: none"> ▪ The creativity and experience to tell and communicate compelling and reflective stories through literature, developing podcasts and/or commissioning videos.
<ul style="list-style-type: none"> ▪ Ability to understand complex issues and turn them into stories and messages of interest to ASIF's audiences
<ul style="list-style-type: none"> ▪ Significant experience of working in partnerships/collaborations with a range of different people/groups and being able to influence at all levels.
<ul style="list-style-type: none"> ▪ already below
<ul style="list-style-type: none"> ▪ Work on own initiative and understand the diverse nature of a flexible and dynamic Trustee Board.
<ul style="list-style-type: none"> ▪ Experience of working with international partners
<ul style="list-style-type: none"> ▪ Experience of working with little support.
<ul style="list-style-type: none"> ▪ MS Office applications and videoconferencing

PERSONAL SKILLS AND ATTRIBUTES
<ul style="list-style-type: none"> ▪ Excellent verbal and written communication (fluency in English) with an ability to create impactful communications.
<ul style="list-style-type: none"> ▪ Innovative and creative approach to develop PR and communications content.
<ul style="list-style-type: none"> ▪ Ability to build relationships and collaborate with a range of international stakeholders – and generate trust and credibility.
<ul style="list-style-type: none"> ▪ Ability to balance multiple and conflicting priorities and use good judgement so that problems are spotted in advance and solutions identified quickly.
<ul style="list-style-type: none"> ▪ Be agile and responsive to changing priorities.
<ul style="list-style-type: none"> ▪ Ability to maintain a professional and confident approach.
<ul style="list-style-type: none"> ▪ Ability to be diplomatic and flexible.
<ul style="list-style-type: none"> ▪ Ability to work with autonomy and manage a varied workload.
OTHER REQUIREMENTS
<ul style="list-style-type: none"> ▪ Willingness to travel globally as required

Term: 1 year initially, 2.5 days per week, with potential to expand (depending on funding). 2-month probation period.

Days per week: 2.5 days per week (18 hours). There is no need to work fixed working days, hours will need to be sufficiently spread over the week to enable appropriate response times. There will need to be an amount of flexibility because the post-holder may need to attend online meetings at hours and on days that suit the Trustees and other stakeholders. Hours can be spread over the week and averaged over time as work demands (some weeks may be busier than others).

Location: Home based. Occasional meetings in London/Europe and possible travel worldwide (eg ASIF Council Meetings) not normally for more than one week at a time.

Fees: £22 per hour. This is a self-employed position. The applicant will be responsible for providing their own workspace and office equipment and managing their own tax affairs. Other expenses eg travel and subsistence when travelling on charity business will be claimable on discussion with the Executive to the Board.

Start date: As soon as possible, ideally February 2021.

References: The successful candidate will be asked to provide 2 references.